

Magento

Step 1

Insert the Shoplytics script in the head section of the website. You have received this from us by email.

Step 2 differs depending on your Magento version:

Magento (Commerce Version)

Follow Magento's instructions for activating the Tag Manager at the following link: [To the official guide](#)

You don't need to do anything other than follow the steps shown under Step 3. Enter "**GTM-KK8SCVP**" as the "GTM ID". (This is the official Shoplytics container. Nobody other than the Shoplytics developers gets access to it, in order to protect all Shoplytics customers.)

Magento (Open Source Version)

1. Install GTM plugin: [To the plugin](#)
2. Configure the settings as shown in the following images (You can [find the "Google Tag Manager Javascript Code" here](#))

If you do not want to purchase the GTM plugin, the datalayer can also be provided directly by Shoplytics. However, this requires custom programming for your shop (which is then loaded directly through the Shoplytics script.). The Shoplytics datalayer service is somewhat cheaper than the GTM plugin and can be booked at <https://www.checkout-ds24.com/product/592227/>.

Enable GoogleTagManager [store view] Yes

Google Tag Manager Javascript Code [store view]

Hier geben Sie den Code ein, den Sie per Email mit dem Link zu dieser Anleitung erhalten haben.

Google Tag Manager Non-Js Code [store view]

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Impression Chunks Size [store view] 5

The impressions will be sent in separate chunks limited to this number.

Product Identifier [store view] ID

Enable Brand [store view] YES

Enable Variant [store view] No

Order Success Page Total Calculation [store view] Grandtotal

Exclude Tax From Transaction [store view] No

Tax will be deduced from Grand Total

Exclude Shipping From Transaction [store view] YES

Custom Attribute 1

[store view]

(Retrigger the Variables, Triggers and Tags Setup if you make changes here)

Track Custom Attribute 1 [store view] NO

Attribute 1 Name [store view] color

Attribute 1 [store view] Color

Only attributes with Used in Product Listing set to Yes are available here.

Track Custom Attribute 1 Type [store view] Dimension

Track Custom Attribute 1 Index Number [store view] 10

This must match the index number set in Google Analytics

Exclude Tax From Transaction [store view]

No

Tax will be deducted from Grand Total

Exclude Shipping From Transaction [store view]

YES

Shipping charges will deducted from Grand Total

Exclude Orders with 0 value [store view]

No

Orders with value 0.00 can be excluded from purchase transactions if you set this option to Yes

Custom Dimension - Customer ID [store view]

NO

Custom Dimension - Customer ID Index Number [store view]

1

Custom Dimension - Customer Group [store view]

NO

Custom Dimension - Customer Group Index Number [store view]

2

[store view]



Hit Scoped Custom Dimensions

Custom Dimension - Page Name [store view]

NO

Custom Dimension - Page Type [store view]

NO

Custom Dimension - Page Type Index Number [store view]

3

[store view]



Product Scoped Custom Dimensions

[store view]

Stock Status

(Retrigger the Variables, Triggers and Tags Setup if you make changes here)

Track Stock Status (instock/out of stock) [store view]

NO

Track Stock Status Index Number [store view]

4

Track Reviews Count (store view)

Track Reviews Count Index Number (store view)

This must match the index number set in Google Analytics

(store view) **Reviews Score**
(Retrigger the Variables, Triggers and Tags Setup if you make changes here)

Track Reviews Score (store view)

Track Reviews Score Index Number (store view)

This must match the index number set in Google Analytics

(store view) **Sale Product**
(Retrigger the Variables, Triggers and Tags Setup if you make changes here)

Track Sale Product (store view)

Magento's Sale Product Attribute value is used here

Track Sale Product Number (store view)

This must match the index number set in Google Analytics

Google AdWords conversion tracking

Enable (store view)

Google Conversion Id (store view)

Ex: 12324325

Google Conversion Label (store view)

Ex: Label value

Google Conversion Currency Code (store view)

Ex: usd

Exclude Orders with 0 value (store view)

Orders with value 0.00 can be excluded from conversion tracking if you set this option to Yes

(store view)

Google AdWords Remarketing

Enable (store view)

Conversion Code (store view)

Conversion Label (store view)

You can leave the Conversion Label field blank if there is no `google_conversion_label` in the code box.

Exclude Orders with 0 value (store view)

Orders with value 0.00 can be excluded from adwords remarketing if you set this option to Yes

(store view)

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